

Communication Strategy

1. Increase public “ownership” of the Great Salt Lake

- a. Keep stories about the Lake in the news media
 - Focus on general public interest stories (“emotion” over science)
 1. Steering Committee members encourage staff members from their organizations to “be on the lookout” for possible ideas
 2. Steering Committee members to work with PIOs to “pitch” ideas to media, as appropriate
 - Be proactive in reporting milestones that would be of interest to the general public (science focused).
 1. Watch for other, legitimate news stories coming from the steering committee work.
 2. Be careful not to flood media with stories that do not have mass appeal.
 - Establish a network among the PIOs from the various organizations represented on the Steering Committee
 1. Coordinate on stories of common interest
 2. Give a heads up on others
- b. Create/take opportunities to educate the public about the Lake.
 - Maintain a list of available educational information about the Lake
 - Develop Speakers’ Bureau and a list of target groups
 1. Each organization to commit to actively recruit/volunteer for targeted groups
 - a. Examples: Chambers of Commerce, key civic groups
 2. Maintain list of people who are willing to talk about the Lake to children and adult groups.
 3. Make stand alone presentation available on websites.
 - Alert key staff members about the information
 1. Receptionists
 2. Public Affairs staff

2. Ensure political support for funding/legislation needed

- a. Regularly brief elected officials on progress and milestones
 - Identify targeted officials and appropriate forum
 1. Also, determine any individual interests and keep informed
- b. Place critical stories in the news media (see above)
 - Maintain press clips on Great Salt Lake stories for reference and to backup strategy
- c. Consider appointment of legislator/congressional staff to steering committee
- d. Consider high profile Blue Ribbon workgroup on key issues
 - Prominent and elected individuals to push big items
 1. Meeting 1-2 annually
 - Allow officials the “visibility” on big ticket announcements

3. Combine special interests into “one voice” on key issues

- a. Identify major milestones and have steering committee “speak” through letters to key individuals, presentations, press events, press releases, and letters to editor.
- b. Encourage steering committee members to keep constituents informed
- c. Ensure that agency and organization staff understand the message and can answer questions or make appropriate referrals.
 - Have ready to use fact sheets available
- d. Expand use/continue to use website as central point of information
- e. Use listserv as a tool